

*August 26*  
**RJ Reynolds**  
Tobacco Company

*Attention*  
*Lanny Wolfe*

L. T. Wolfe #1240  
Account Manager  
400 Raritan Center Parkway  
Raritan Center,  
Edison, NJ 08837  
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Voice Mail 800-757-8255, Ex. 48795

August 26, 1996

**SUSPENSE**

RESPOND

BY

*9.13.96*

*cc: 1636-DM*  
*1*

P&A Coordinators: 1210, 1310, 1610

Distribution: All Sales Reps With "Focus" Displays

1221 / 01, 02, 04, 05, 06 1226 / 04, 09 1330 / 01, 08 1636 / 01

Re: Compliance of "Focus" Displays and Advertising

Ladies and Gentlemen:

As you know Middlesex Tobacco has established an accrual program to maximize sales of "Focus" in retail stores carrying this Forsyth brand. Any store carrying "Focus" that maintains a "Focus" display and "Focus" advertising receives 50¢ per carton monthly accrual from Middlesex Tobacco.

Your assistance is needed to determine if displays and advertising are up in the stores on the attached list. Please note on the list if:

*Store #238000*

*Vernon Drug*

*100 Rts/5*

*Vernon, NJ 07065*

1. Store has a "Focus" display *WO*

2. Store has any "Focus" advertising *WO*

*163601*

*Maureen*

*78832*

Please complete and return to me no as soon as possible, but no later than  
\* September 13th. Your help is appreciated.

Sincerely,

*Lanny*

Lanny T. Wolfe

Attachments

51850 3344